



Health Department

Tom Barrett
Mayor

Bevan K. Baker, FACHE
Commissioner of Health

Raquel M. Filmanowicz
Health Operations Administrator

Family and Community Health Services

web site: www.milwaukee.gov/health

For Immediate Release
August 13, 2010

Media Contact: Kwanza Newson
414-286-3548 Office
414-732-7250 Cell
knewso@milwaukee.gov

MILWAUKEE CHILD HEALTH WEEK

*City of Milwaukee Health Department partners with local HMOs
to make Milwaukee's children healthier*



The City of Milwaukee Health Department in partnership with Children's Community Health Plan, UnitedHealthcare, Community Connect and Abri Health Plan launched Milwaukee's second annual childhood preparedness campaign by providing approximately 3,000 students with free immunizations and school supplies to assure them a healthier start this school year.

The event is part of Milwaukee Child Health Week, which is designed to promote the importance of access to a medical provider and encourage parents to assure basic health services for children that support school readiness. A second health fair will take place on Friday, August 20 at North Division Campus, located at 1011 W. Center Street.

"It is my hope that parents take advantage of today's event, and others throughout next week, to give their kids a healthy start for the school year," said Commissioner of Health Bevan K. Baker.

On Monday, HMO providers and Health Department representatives will staff a phone bank at WTMJ4 from 3:00 p.m. to 7:00 p.m. to answer questions about BadgerCare Plus health insurance, and the health services and screenings kids need to be healthy and ready to learn.

There will also be two mini health events on Tuesday, August 17 at the Midtown Pick 'n Save Parking Lot, 5700 W. Capitol Drive and on Thursday, August 19, at the Clarke Square Pick 'n Save Parking Lot, 1818 W. National Avenue. These events will offer immunizations and fluoride varnishes in areas of Milwaukee where residents are hardest to reach and not accessing care as they should.

For more information on the Back-to-School Health Fairs or Milwaukee Child Health Week, visit www.milwaukee.gov/health.

Think Health. Act Now!